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The year to come...

MAKING HEALTHCARE PERSONAL — from medications to communications to lifestyle choices — is one of the resounding trends that will help redefine the healthcare landscape in the coming year, so say the more than 160 experts participating in this special Year in Preview issue.



Personalized medicine and the challenges of lining up the right patient with the right drug have been top of mind for R&D leaders for the past several years. And while opinions vary about the financial feasibility of personalized medicine, experts say given the advances in genomics, the real age of personalized medicine is fast approaching and that clinical studies based on genetic profiles will become the standard in the future.

The FDA is taking steps to drive biomedical innovation, while improving the health of Americans. As part of its framework, or blueprint to address the changing scientific landscape, the agency is building the infrastructure to drive and support personalized medicine, creating a rapid drug development pathway for important targeted therapies, and harnessing the potential of data mining and information sharing while protecting patient privacy. Personalization will also come to the fore in the communications that are delivered to patients, consumers, caregivers, physicians, etc. Through the use of social media, audience segmentation techniques, and other cutting-edge technologies and strategies, branded and unbranded messaging will be targeted and delivered to patients on an individual basis. This laser-like approach is in stark contrast to the mass-media techniques that have defined the communications arena in the past. As successful as these campaigns have been, our experts say tomorrow's messages must be targeted and personal if they are to resonate to move patients to action.

Edelman's 2011 Health Barometer study found that globally, people believe that friends and family have as much responsibility for their personal health as do healthcare providers. After "themselves," almost half (43%) of respondents believe that their friends and family have the most impact on their lifestyle as it relates to health, and 36% believe friends and family have the most impact on personal nutrition.

The survey also found that globally, 77% of respondents trust companies more if they are effectively engaging in health, and 65% of respondents trust companies less if they are not effectively engaging in health. In addition, health engagement impacts the bottom line, with almost three-quarters of respondents saying they are likely to buy a company's products/services (74%), recommend its products/services (73%), and share positive opinions/experiences about a company (71%) if the company is effectively engaging in health. Additionally, 82% of respondents believe it is important for business to improve and maintain the health of the public, yet only 32% said business is currently doing a good job. People want businesses to engage in health in a number of specific ways, including through educating the public, innovation, and improving the health of employees and their communities.

From all accounts, it appears that a healthy balance line is dependent upon a healthy approach to addressing and supporting health-positive behaviors.

From all of us at PharmaVOICE, we want to personally wish you a healthy and happy 2012.

Regards,

Taren Grom
Editor

tgrom@pharmavoice.com

Their Word...

DENISE MYSHKO
Managing Editor



Companies are beginning to adopt a model of open innovation that allows for intellectual property to be shared as a way to create value.

ROBIN ROBINSON
Senior Editor



Pharma needs to prepare for the digital age — as it is set to bring change in all that the industry does.

KIM RIBBINK
Features Editor



Emerging markets will continue to provide an outlet for discovery, development, and commercialization for multinational companies and their partners.

CAROLYN GRETTON
Contributing Editor



While technology isn't a miracle cure for the myriad challenges faced by the life-sciences industry, innovation remains an essential component of ensuring companies' success in the Pharma 3.0 environment.

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- > New Partnerships: mHealth Update
- > Marketing Metrics and ROI
- > Pediatric Drugs
- > C-Suite: Specialty Pharma
- > Global Product Launches
- > Germany
- > Showcase Feature — Social Media